



## **WHAT IS OTAC?**

The Old Town Advancement Commission (formerly known as Old Town Development Board until July 24, 2018) serves as an advisory board to City Council for the primary and secondary Old Town assessment districts.

## **WHAT DOES OTAC DO?**

The Old Town Advancement Commission advises City Council regarding the improvement, maintenance, development, planning and promotion of Old Town Winchester. The Commission also serves as the acting Virginia Main Street board for Winchester and oversees the implementation of the Main Street Approach. The Commission has four working committees: Design, Economic Vitality, Organization, and Promotion.

## **WHEN DOES OTAC MEET?**

Commission meetings are typically held on the first Thursday of each month at 5:30 pm in Rouss City Hall, 15 North Cameron Street, Winchester, Virginia. All regular meetings are open to the public. Committee meetings are also held regularly.

## **WHO CAN SERVE ON OTAC?**

All members of the Commission are appointed by the Common Council. The Commission consists of nine (9) voting members as follows: Six (6) members shall own property or own a business within the area subject to local assessment of local improvement under this chapter (three-year term). Two (2) members shall be at-large (three-year term) and shall be a resident or business owner within the City. One (1) member shall be reserved for Shenandoah University to be nominated by the President followed by vetting and approval by Council. One (1) ex officio member shall be a representative of the Old Town Winchester Business Association.

## **WHAT IS THE DIFFERENCE BETWEEN THE PRIMARY AND SECONDARY ASSESSMENT DISTRICTS?**

The difference between the two districts is location and the amount of assessment tax.

- The Primary District is Loudoun Street, between Piccadilly and Cork and the tax is \$0.23 per \$100 of assessed value.
- The Secondary District is the surrounding streets (generally) and the tax is \$0.13 per \$100 of assessed value. No such assessment shall be made on any property whose use is exclusively residential.
  - Piccadilly Street between Cameron and Braddock Streets
  - Braddock Street between Piccadilly and Cork Streets
  - Cork Street between Braddock and Cameron Streets
  - Cameron Street between Cork and Piccadilly Streets
  - Boscawen Street between Braddock and Cameron Streets
  - Rouss Avenue between Loudoun and Cameron Streets
  - Wolfe Street between Braddock Street and Indian Alley
  - Indian Alley between Cork and Piccadilly Streets



## OTAC COMMITTEES

Old Town Advancement Commission operates as an advisory board to the City Council of the City of Winchester for the primary and secondary Old Town assessment districts. The Old Town Advancement Commission is responsible to advise the City Council for the improvement, maintenance, development, planning, and promotion of Old Town Winchester. The OTAC advises Council on the spending of funds collected primarily through a special assessment on properties within the commercial historic district.

Winchester's concentrated downtown revitalization effort began with its designation as a Virginia Main Street Community in 1985 by the Virginia Department of Housing and Community Development. It was one of the first five localities in Virginia to receive this designation. The Main Street Approach provides a flexible framework that puts the traditional assets of downtown, such as unique architecture and locally-owned businesses, to work as a catalyst for economic growth and community pride. The Old Town Advancement Commission is the acting Main Street Board for Winchester, VA and oversees the implementation of the Main Street Approach. The OTAC has four working committees: Design, Economic Vitality, Organization, and Promotion.

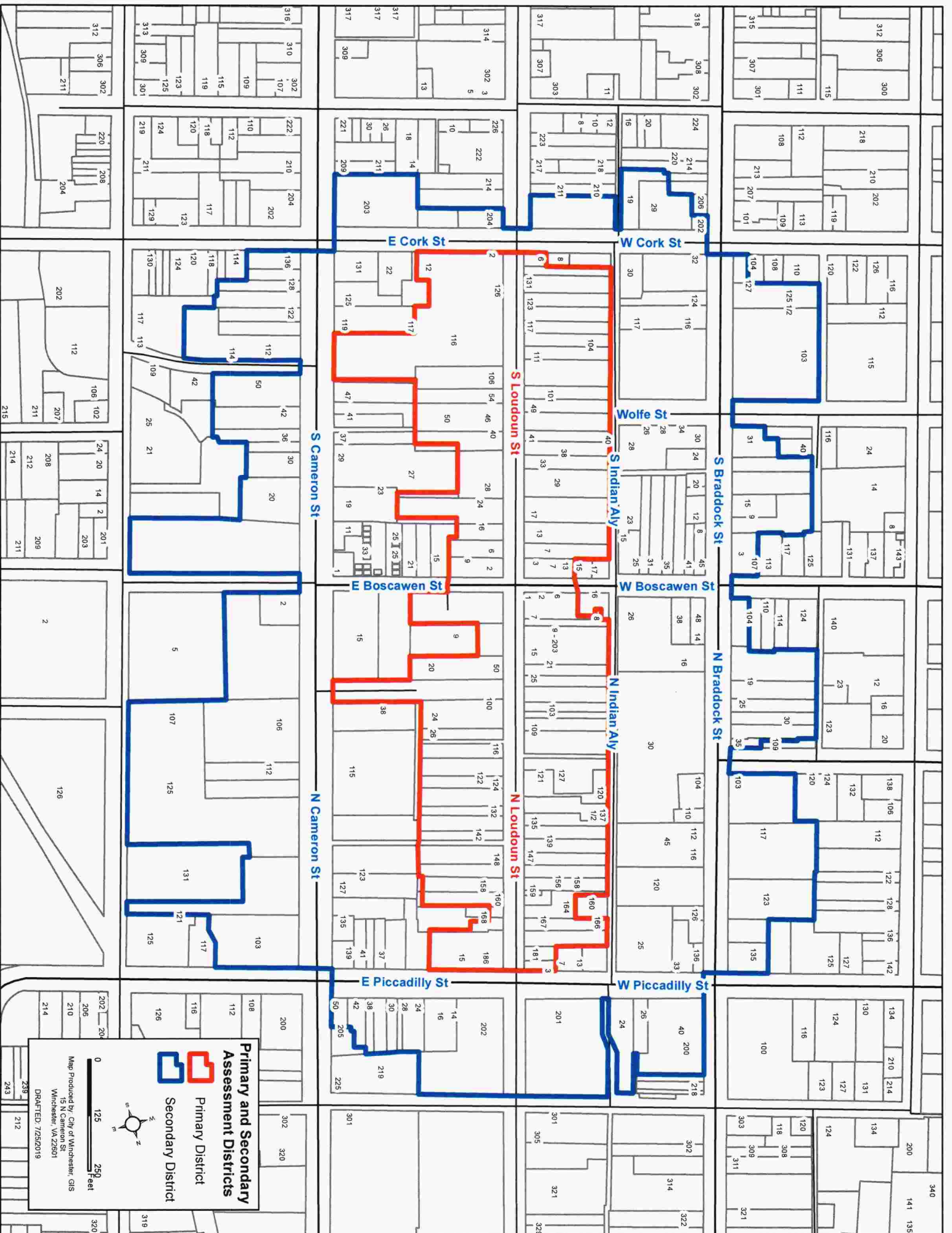
**THE DESIGN COMMITTEE FOCUSES ON** improving the physical appearance of the commercial district and advocating for the improvement, historic preservation and re-use of existing buildings and architecture. Design improvements include buildings, streets, sidewalks, signs, parking, and all other aspects of the physical environment. This committee recently completed Design Guidelines for Loudoun Street Mall businesses, assisted with the placement of three bicycle racks and downtown signage. The committee held a holiday window contest and oversaw the Façade Grant Program offering \$20,000 to downtown businesses through a Virginia Main Streets Grant. It was also responsible for updating holiday decorations with 6 large growth trees wrapped with lights and new bows added to the red bells.

**THE ECONOMIC VITALITY COMMITTEE FOCUSES ON** studying and strengthening the downtown's economic base and working to gradually expand it by helping existing businesses become stronger. The EV previously known as the Economic Restructuring Committee has discussed in the past working on developing a downtown survey, developing a list of vacant properties in the downtown and modifying the website to keep a current list on-line as well as providing information about opportunities to Old Town Winchester businesses. Previously worked on Greatness Program and Business Improvement Workshops and evaluation of OTW apps.

**THE ORGANIZATION COMMITTEE FOCUSES ON** building collaborative partnerships between a broad range of groups, organizations and constituents who need to be involved in the downtown's revitalization. This Committee has worked on the design and operating policies of the new Downtown Welcome Center. It has also developed a draft Special Event Policy and draft OTW Event Guidelines. It has been involved with some recruitment of volunteers for projects and committees. More recently the committee oversaw the update and reprinting of the OTW History and Architecture Walking Tour Brochure and hosting several stakeholder meetings.

**THE PROMOTIONS COMMITTEE FOCUSES ON** changing people's attitudes toward the commercial district and marketing the district to residents, investors, visitors and others. This committee works on developing and supporting Old Town events and the Old Town Winchester Guide. They have previously worked on planning the Mall Rededication Ceremony and revising the OTW Guide to downtown businesses and attractions.





# DO I NEED A PERMIT?

## AN OLD TOWN EVENT PLANNING GUIDE

Is any part of this event taking place on public property?

NO

YES

Do you anticipate more than 25 people will  
be in attendance?

NO

YES

Will the event affect normal traffic or pedestrian flow  
or significantly impact public areas?

NO

YES

Is anything being demonstrated or performed on public  
property [including sidewalks and patios] as a part of  
this event?

NO

YES

Is anything being sold on public property  
[including patios, sidewalks, and parking lots]?

NO

YES

Is the seller a licensed  
business owner?

YES

NO

**Nope!**

You probably  
don't need a  
permit for this.  
Good luck!

**Hmm...**

You may need a permit  
for insurance coverage  
reasons, or you may  
have a circumstance  
that requires additional  
business licensing. Please  
consult with city staff.

**Yes!**

You need a Special  
Event Permit, and  
may require additional  
permissions from the  
City.

THIS GUIDE IS PROVIDED AS A BASIC OVERVIEW TO THE CITY OF WINCHESTER'S  
PERMIT POLICY AND DOESN'T REPLACE AN OFFICIAL CONSULTATION.

IF YOU'RE PLANNING AN EVENT IN OLD TOWN, PLEASE CONTACT ALEX FLANIGAN AT  
OTW@WINCHESTERVA.GOV TO DISCUSS YOUR NEEDS. THANK YOU!



## Public Art Interest Form

Are you a downtown stakeholder or resident with an interest in helping to facilitate public art projects? Please consider filling out this form so we can develop a list of volunteers, materials, and locations available for use!

**Circle all that apply:**

**I am a...**

business owner      building owner      investor      non-profit leader      resident

**Interested in...**

hosting art      hosting artists      organizing projects      volunteering      learning more

**I can offer...**

exterior wall space [murals, installations]      interior wall space [hanging paintings, prints]  
materials [paint, canvas, cleaning supplies, building materials, ladders]      performance space  
physical assistance

**I would like to...**

collaborate directly with an artist      be matched with a finalized project proposal  
stay informed on public art in Winchester

**Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

**Business Affiliation [if applicable]:**

**Business or Property Address [if applicable]:**